

Agenda for DHT Board Meeting Wed. November 16, 2011

6:15 p.m.

DHT Headquarters, 190 SE 12th Terrace

Call to order--President Chico Goldsmith

Approval of Minutes--

Treasurer's Report--Walter Alvarez

\$21,516 in operating

\$351,741 in Revolving Fund

\$299,284 in Endowment/Savings

Audit and IRS 990 completed--VOTE to accept

President's Report-- Chico Goldsmith

VOTE: Resolution authorizing President Chico Goldsmith to sign Dade Heritage Trust Revocable License Agreement with the City of Miami for DHT Headquarters at 190 SE 12th Terrace, as approved by the City of Miami Commission October 13, 2011

CEO's Report-- Becky Matkov

\$10,000 grant for DHT Teacher Workshop March 30, 2012 approved by The Villagers, Inc.

\$20,000 grant request made to Alma Jennings Foundation for Dade Heritage Days/Anniversary Benefit

Power2Give online giving request prepared for DHT School tours--to go online December 13, 2011

GOB Bond money

Hispanic Heritage Conversacion--Jorge Hernandez

Genting Project--DHT forum to discuss impact on historic resources?

Bacardi Building--Matt Greer

DHT Fundraiser --Judy Pruitt, Chairman

Miami Marine Stadium --Don Worth

New Board Members

DHT Holiday Party--Thursday, December 15th, 7:00 p.m. --home of Arva Parks, 1601 S. Miami Ave.--Board Members requested to bring a favorite food to share

Minutes of the Dade Heritage Trust November 16, 2011 Board Meeting

Dade Heritage Trust Headquarters

In attendance: Chico Goldsmith, Jorge Hernandez, Walter Alvarez, Enid Pinkney, Ann Marie Clyatt, Matt Greer, Brian Alonso, Judy Pruitt, Lois Randall, Venny Torre, Don Worth, Becky Matkov

The meeting was called to order at 6:20 p.m. by President Chico Goldsmith.

The minutes were approved as distributed.

Treasurer's Report: Walter Alvarez

DHT has \$21,516 in its operating account, \$351,741 in its Revolving Fund account, and \$299,284 in its Endowment/Saving Account. The Marine Stadium Account has been closed out, with its \$4176 balance being donated to the Friends of Marine Stadium, Inc. headed by Don Worth.

CPA Vicki Walsh completed the 2010-2011 audit of Dade Heritage Trust, Inc., and a separate audit of the Dade Heritage Trust Revolving Fund and prepared the IRS Form 990 for a total charge of \$3500.

A motion to accept the Treasurer's report and the audit was made by Walter Alvarez, seconded by Enid Pinkney and approved.

A resolution to authorize DHT President Bertram J. Goldsmith, Jr. to sign on behalf of Dade Heritage Trust the Revocable License Agreement between the City of Miami and Dade Heritage Trust, Inc. for the use by Dade Heritage Trust of the historic Dr. James Jackson Office and Clinic, 190 SE 12th Terrace, Miami, FL 33131, was made by Walter Alvarez, seconded by Ann Marie Clyatt and approved.

The need for DHT to secure a source of ongoing revenue was discussed. Suggestions included:

- DHT charging administrative fees for preservation services
- Taking more advantage of DHT's Brickell area location by opening a book/gift store and marketing events and tours
- Seeking online donations through social media and website for causes rather than memberships
- Cultivating major donors and corporate sponsors
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- Co-branding with a company or product

paying members. However, the Trust estimates that there are 15 million people across the country who will work for a particular preservation cause locally or online. Tapping their interest and support is key to the future of preservation groups.

Jorge mentioned how the National Trust is doing work in California on "intangible history," marking sidewalks in different colored metal strips to denote places where Japanese once lived and from which they were moved to detention camps in World War II. Even though the buildings may not be there, the history remains.

Enid Pinkney noted that this approach would be helpful in Lemon City, now called Little Haiti, to denote the different cultures who once lived in a neighborhood. Jorge remarked that this idea would be a good DHT grant to the Knight Foundation, to do a pilot neighborhood project on the multi-layered intangible history of Lemon City.

Genting Group's Resorts World Miami:

Becky Matkov wrote a letter to the Herald's Reader's Forum, voicing concerns about the impact on historic sites and neighborhoods of the proposed Genting project. The Genting Group has bought the Miami Herald property, consisting of 14 acres, with plans to build the world's largest gambling casino. The letter was published in the October 13, 2011 Herald, and given prominent play with a photo of Trinity Cathedral. Numerous people have commented favorably on the letter. Though State legislation allowing the casinos has not yet been passed in Tallahassee, there is much controversy on this issue. The vast scale of the project, with 50 restaurants and thousands of hotel rooms, is viewed as a job generator by some and perceived as a threat by others who see it sucking business from local businesses and cultural institutions, with traffic and construction disruption on Biscayne Boulevard as major problems.

A discussion was held on DHT's advocacy efforts. These could range from being a voice for protecting historic resources to convening a forum to opposing the project on the basis of scale and the potential for undermining historic neighborhoods like the MiMo District, the Design District and Downtown Miami. Matt Greer floated the idea of DHT seeking local historic designation of the Miami Herald building, a 1960 MiMo landmark with much history, as DHT did with the Miami Marine Stadium to protect it from demolition. Don Worth said he thought it too to do that. Another idea might be to nominate the Herald building for the National Trust's Most Endangered Sites List. Jorge suggested that if the building is about to be lost, it should be documented with HABS drawings as an outstanding example of Mid-Century Modern architecture. DHT should ask the Genting Group for a \$200,000 donation to do this.

Jorge Herandez agreed to chair an ad hoc committee on the Genting project. He and Becky will contact community leaders for their viewpoints. To be contacted are Norman Braman, Armando Codina, Parker Thompson, the Greater Miami Convention and Visitors Bureau, Downtown Development Authority, Mayor Regalado and Genting architect Bernardo Fort-Brescia. Becky and Jorge will also talk with Greg Bush, who is convening a UEL meeting on the Genting project December 10th from 10 a.m. to noon at the Miami Light Project at Biscayne Boulevard.

Dade Heritage Trust Financials

Balance as of
11/30/11

<i>Dade Heritage Trust-Operating Account</i>	\$10,394.82
Revolving Fund Account	\$351,743.95
<i>Lighthouse Account</i>	\$3,877.92
City Cemetery Account	\$3,972.54
African-American Committee	\$1,199.03
<i>DHT Maintenance Account</i>	\$5,482.44

Endowment Account

<u>Value as of</u>	<u>Value as of</u>
Oct/31/2011	Nov/30/2011
299,284.66	296,596.27

Change
-\$2,688.39

Membership

Membership total

1075

Membership renewal Oct/Nov 2011

25

New membership

2



Northern Trust

The Northern Trust Company
595 Biltmore Way
Coral Gables, Florida 33134-5719

Combined Statement

Page 1 of 9

Please refer statement inquiries to:
Northern Phone Banking
(888) 289-6542
outside US & Canada (312) 444-4454

#BWNHPPG
#E3889987599987K3#
MDG2005 0000474 2 AV 0465 09231S



DADE HERITAGE ++A++ TRUST
190 SE 12 TER
MIAMI FL 33131-3204

Statement Period
11/01/11 through 11/30/11

000474

Summary of Accounts		
Type of Account	Account #	Ending Balance
Business Anchor Checking	1240001367	10,394.82
Northern Anchor Investment	902553676	0.00
	Combined Balance	10,394.82

Northern Anchor Investment Account Number: 902553676	
Mutual Fund Portfolio Position **	
Number of Shares	0.000
Share Price	0.000
Market Value	\$0.00
7-Day Current Yield as of 00/00/0000	0.00%
Dividend Income	\$0.08

**** Performance quoted is past performance and does not guarantee future results. Investment return will fluctuate so that shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than that shown here. An investment in Northern Funds is not insured or guaranteed by the FDIC or any other governmental agency. Although the Funds seek to maintain a value of \$1.00 per share, it is possible to lose money. Shares of Northern Funds are distributed by Northern Funds Distributors, LLC, not affiliated with Northern Trust.**

NOT FDIC INSURED	May lose value	No bank guarantee
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Note: To simplify balancing your statement, please use only those transactions with a > symbol in the section title bar or next to the transaction date. All other transactions reflect the investment sweep activity, which are not needed to balance.



Equal Housing Lender



DHT Income	Actual Month Nov-11	Actual 7/1/11-11/30/11	Budget 2011 / 2012	Actual Last Year 7/1/10 - 6/30/11
3000 Grants		6,000.00	110,000.00	94,688.00
3100 Membership Dues	2,320.00	6,155.00	20,000.00	17,120.00
3100-A Corporate Membership			20,000.00	7,000.00
3200 Donations		3,050.00	4,000.00	2,000.00
3300 Administrative/Consulting Fees			2,000.00	1,937.98
3350 Advertising Income			18,000.00	18,280.00
3400 Publication Sales		30.00	100.00	81.00
3450 Merchandise Sales		300.00	2,400.00	2,375.00
3500 Meeting/Event Income	675.00	675.00	2,000.00	6,542.03
3510 Tour Income			1,000.00	150.00
3550 Sponsorships			10,500.00	30.00
3600 Marine Stadium				4,260.00
3602 Fundraising Events			40,000.00	12,568.50
4002 Endowment Fund		25,000.00		40,137.38
4006 R. F. Administration Fee		7,843.53		40,137.38
Reimbursements		155.84		
<u>Total Income</u>	<u>2,995.00</u>	<u>49,209.37</u>	<u>230,000.00</u>	<u>247,307.27</u>

DHT EXPENSES

	Actual Month November-11	Actual YTD 7/1/11-11/30/11	Budget 2011 / 2012	Actual Last Year 7/1/09-6/30/10
5000-SALARY EXPENSES	9,202.18	50,483.23	118,000.00	119,744.51
5115-MEETING & MEMBERSHIP EVENTS	27.43	292.17	5,000.00	8,953.48
5300-REPAIR & MAINTENANCE		1,857.95	3,000.00	2,761.20
5400-LICENSES & PERMITS	200.00	282.50	500.00	347.25
5600-UTILITIES	365.14	2,090.95	5,500.00	5,408.09
5700-INSURANCE (Liability, Vehicle and Interior Property, Wind)		4,518.00	4,519.00	4,387.85
5701-DIRECTORS AND OFFICERS INSURANCE		940.00	934.00	1,003.45
5703-FLOOD INSURANCE		2,385.00	2,385.00	673.00
5710-ACCOUNTANT FEES	1,750.00	1,750.00	2,000.00	1,750.00
5750-PROFESSIONAL/CONTRACT FEES	87.00	932.00	7,500.00	8,728.83
5800-ADVERTISING & PROMOTION			2,000.00	2543.50
5810-PRINTING/Graphic design		385.00	17,464.00	18,218.40
5820-AWARDS/PRIZE & GIFTS		70.95	500.00	396.35
5830-FUNDRAISING EVENTS	1,500.00	3,000.00	14,000.00	10,812.80
5840-SEMINARS/CONFERENCES/MTGS			1,000.00	903.32

5850-PHOTOGRAPHY/SIGNS & BANNERS					500.00	500.00
6010-PAYROLL TAXES	703.98	3,926.96			10,500.00	10,662.79
6015-MEDICAL INSURANCE	650.00	3,250.00			7,800.00	7,800.00
6200-VEHICLE EXPENSE	300.00	1,800.00			3,600.00	3,600.00
6300-PAYROLL PROCESSING SERVICE	139.76	710.38			2,000.00	1,974.41
6310-OFFICE SUPPLIES	278.87	996.05			4,500.00	4,676.54
6330-DUES & SUBSCRIPTIONS		500.00			1,500.00	1,495.00
6500-BANK CHARGES/C.C. Charges	94.69	240.30			3,000.00	3,254.77
6510-BOOKS, MAGAZINES & PUBLICATIONS					200.00	
6600-RENT					600.00	
6610-EQUIPMENT-LEASE & MAINTENANCE	187.85	1,442.52			2,615.00	2,615.14
6810-POSTAGE	100.00	1,028.00			4,400.00	4,677.73
6830-TRAVEL(TRANSPORTATION & LODGING)					500.00	
6831-Miami Marine Stadium						4,090.00
6840-ALARM MONITORING		176.94			400.00	382.44
6930-EQUIPMENT PURCHASES					500.00	
6931-Downtown Miami Main St. Program					3,000.00	3,000.00

6933- Reimbursement	204.00	204.00	1,685.25
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6944-Magnet School Program Expe.		500.00	
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TOTAL EXPENSES	<u>15,790.90</u>	<u>83,262.90</u>	<u>237,046.10</u>
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Excess Revenue over Expenses	-12,795.90	-21,157.63	-29,876.21
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Dade Heritage Trust Financials

Balance as of
12/31/11

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<i>Lighthouse Account</i>	\$3,857.95
City Cemetery Account	\$3,952.57
African-American Committee	\$1,179.03
<i>DHT Maintenance Account</i>	\$5,483.07

Endowment Account

<u>Value as of</u>	<u>Value as of</u>
Nov/30/2011	Dec/31/2011
296,596.27	294170.52

Change
-\$2,425.75

Membership

Membership total	Membership renewal Nov/Dec 2011	New membership
1082	24	4

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96,859.37

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Excess Revenue over Expenses

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-43,190.00

-29,876.21

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Dade Heritage Trust Headquarters

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Dade Heritage Trust
Dade Heritage Days Sponsorship Levels

Presenting Sponsor: \$20,000

- **Name and logo to receive top billing** as presenting sponsor on 20,000 Dade Heritage Days brochures listing the two-month-long calendar of events, distributed to cultural and civic groups, museums, schools, hotels, chambers of commerce, and convention and visitors bureaus
- Name and logo to appear as Dade Heritage Days presenting sponsor on Dade Heritage Trust's website (www.dadeheritagetrust.org) with link to company
- Recognition as Dade Heritage Days presenting sponsor in all media releases and ads Dade Heritage Trust runs for Dade Heritage Days
- Complimentary Full Page Ad to appear in Dade Heritage Trust's *Preservation Today* magazine, with a feature profile on company
- Recognition at Grand Opening of Dade Heritage Days
- Recognition at Dade Heritage Trust's Preservation Awards
- Complimentary table for 10 and recognition at Dade Heritage Trust's 40th Anniversary Gala
- Platinum Corporate Membership in Dade Heritage Trust with invitations to special events and tours

Supporting Sponsor: \$15,000

- **Name and logo to appear as supporting sponsor** on 20,000 Dade Heritage Days brochures listing the two-month-long calendar of events, distributed to cultural and civic groups, museums, schools, hotels, chambers of commerce, and convention and visitors bureaus
- Name and logo to appear as Dade Heritage Days supporting sponsor on Dade Heritage Trust's website (www.dadeheritagetrust.org), with link to company
- Recognition as Dade Heritage Days supporting sponsor in all media releases and ads Dade Heritage Trust runs for Dade Heritage Days
- Recognition at Grand Opening of Dade Heritage Days
- Recognition at Dade Heritage Trust's Preservation Awards

- Complimentary Half Page Ad to appear in Dade Heritage Trust's ***Preservation Today*** magazine
- Complimentary tickets for four and recognition at Dade Heritage Trust's 40th Anniversary Gala (April 20th)
- Gold Corporate Membership in Dade Heritage Trust, with invitations to special events and tours

Contributing Sponsor \$ 10,000

- Name and logo to appear with like sponsors on 20,000 Dade Heritage Days brochures listing the calendar of events, distributed to cultural and civic groups, museums, schools, hotels, chambers of commerce, and convention and visitors bureaus
- Name to appear as Dade Heritage Days contributing sponsor on Dade Heritage Trust's website (www.dadeheritagetrust.org), with link to company
- Recognition at Grand Opening of Dade Heritage Days
- Recognition at Dade Heritage Trust's Preservation Awards
- Recognition in all media releases and ads Dade Heritage Trust runs for Dade Heritage Days
- Complimentary Quarter Page ad to appear in Dade Heritage Trust's ***Preservation Today*** magazine
- Complimentary tickets for two and recognition at Dade Heritage Trust's 40th Anniversary Gala (April 20th)
- Silver Corporate Membership in Dade Heritage Trust, with invitations to special events and tours

Donating Sponsor \$5,000

- Name and logo to appear with like sponsors on 20,000 Dade Heritage Days brochures listing the calendar of events, distributed to cultural and civic groups, museums, schools, hotels, chambers of commerce, and convention and visitors bureaus
- Name to appear as Dade Heritage Days contributing sponsor on Dade Heritage Trust's website (www.dadeheritagetrust.org), with link to company
- Recognition at Grand Opening of Dade Heritage Days

- Recognition at Dade Heritage Trust's Preservation Awards
- Recognition in all media releases and ads Dade Heritage Trust runs for Dade Heritage Days
- Complimentary Business Card ad to appear in Dade Heritage Trust's *Preservation Today* magazine

Dade Heritage Days is orchestrated by Dade Heritage Trust as an annual, two-month-long celebration of Miami-Dade County's architectural, environmental and cultural heritage.

Dade Heritage Trust promotes Dade Heritage Days with press releases to all local and regional newspapers, display advertising in major newspapers and other community publications, and radio, television, social media and website coverage. Dade Heritage Trust works in collaboration with many other non-profit groups, local government, schools, foundations, firms, businesses and corporations, who also distribute the Dade Heritage Days brochures and promote Dade Heritage Days through their networks.

Dade Heritage Trust will be glad to work with you to customize a sponsorship opportunity for your particular goals.